

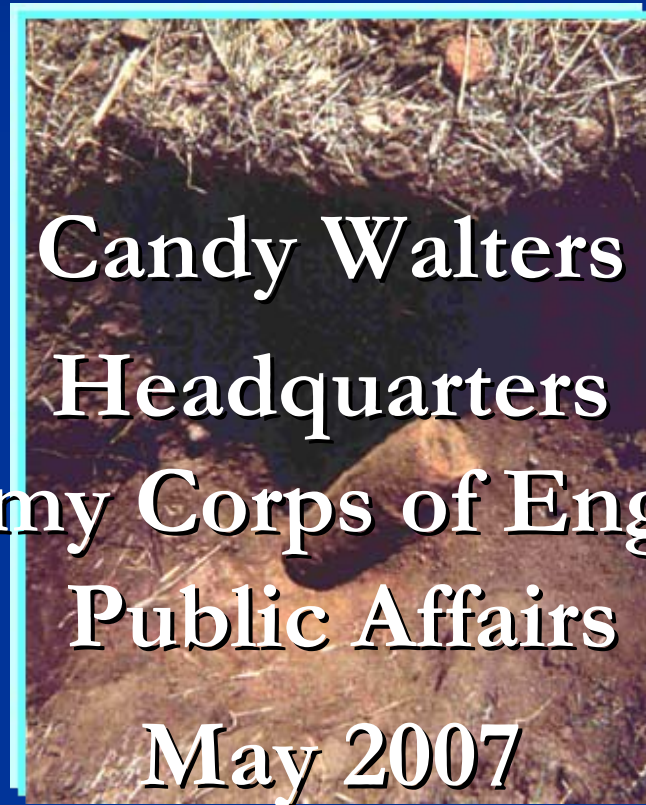
US Army Corps of Engineers®

*Improving safety through communication,
coordination, consultation and collaboration*



US Army Corps
of Engineers.

Communicating Unexploded Ordnance Safety



Candy Walters

Headquarters

US Army Corps of Engineers

Public Affairs

May 2007



US Army Corps
of Engineers.

Leaders' Vision of Public Involvement

“The sustainable futures of our installations and our communities are inextricably connected. ... The public has a collaborative stake in our decisions, and we value their involvement as partners in sustainability and environmental stewardship. The Army will foster open relationships to increase understanding by all.”



*The Army Strategy for the
Environment, October 2004*



Why Communicate UXO Safety?

- * UXO, munitions of concern, constituents, etc.
- * Scary, dangerous – can hurt and kill
- * Unfortunately, can be found almost anywhere!
- * Doesn't matter how old or cool it might appear – it's dangerous!
- * If you didn't drop it, don't pick it up!
- * Education reduces risk, increases safety



US Army Corps
of Engineers.

3 Rs

Branding Products





US Army Corps
of Engineers.

Meet ...

Sgt. Woof!



&

Illo!





Sgt. Woof and Ilio Say ...

Not every bomb... looks like a bomb

If you see anything on the ground that looks strange, be sure to stay away. Tell a grownup to call 911 and report it.

Do not touch!

If you find any object that resembles this, do not touch or move it. Call 911 to report it. Remember, if you did not drop it, do not pick it up!

Do not touch!

If you find any object that resembles this, do not touch or move it. Call 911 to report it. Remember, if you did not drop it, do not pick it up!

Recognize, Retreat, Report

www.demix.osd.mil/uxosafety

www.demix.osd.mil/

www.demix.osd.mil/uxo

If you see anything on the ground that looks strange, be sure to stay away. Tell a grownup to call 911 and report it.





Sgt. Woof and Ilio Say ...



If you find any object that resembles this, do not touch or move it. Call 911 to report it. Remember, if you did not drop it, do not pick it up.





Sgt. Woof and Ilio Say...



If you find any object that resembles this, do not touch or move it. Call 911 to report it. Remember, if you did not drop it, do not pick it up.





Seven Steps for Effective Public Involvement

1. Plan & budget for public involvement
2. Identify interested & affected publics
3. Consider technical assistance
4. Provide timely information effectively
5. Conduct consultation & involvement
6. Use the input and provide feedback
7. Evaluate public involvement activities

Work with your Public Affairs Office!



US Army Corps
of Engineers.

Public Involvement Toolbox

A Web site of practical tools, proven methods, examples and information related to environmental public involvement.



<https://www.asaie.army.mil/pitoolbox>



So What Tools Do You Use?

- * Do your homework – spend the time, energy and money to visit the community.
- * Go ask the community!
 - Talk to the movers/shakers, community leaders, people on the street, in the neighborhood
 - If you ask them, they will tell you what works and what doesn't!





Available Tools

* Do they want:

- ❑ Formal meetings, informal/poster sessions?
- ❑ Newsletters, Web sites, E-mail updates?
- ❑ Education programs at schools?
- ❑ Presentations at regularly scheduled meetings, i.e., city council, rotary, chamber of commerce, neighborhood associations?
- ❑ Information provided through media





Using the Tools

- * One tool is not enough
- * Goal is to get information to public in ways they want
- * Set meetings at times to accommodate their needs
- * Don't expect them to come to your meeting – go to theirs

(Continued on next slide)

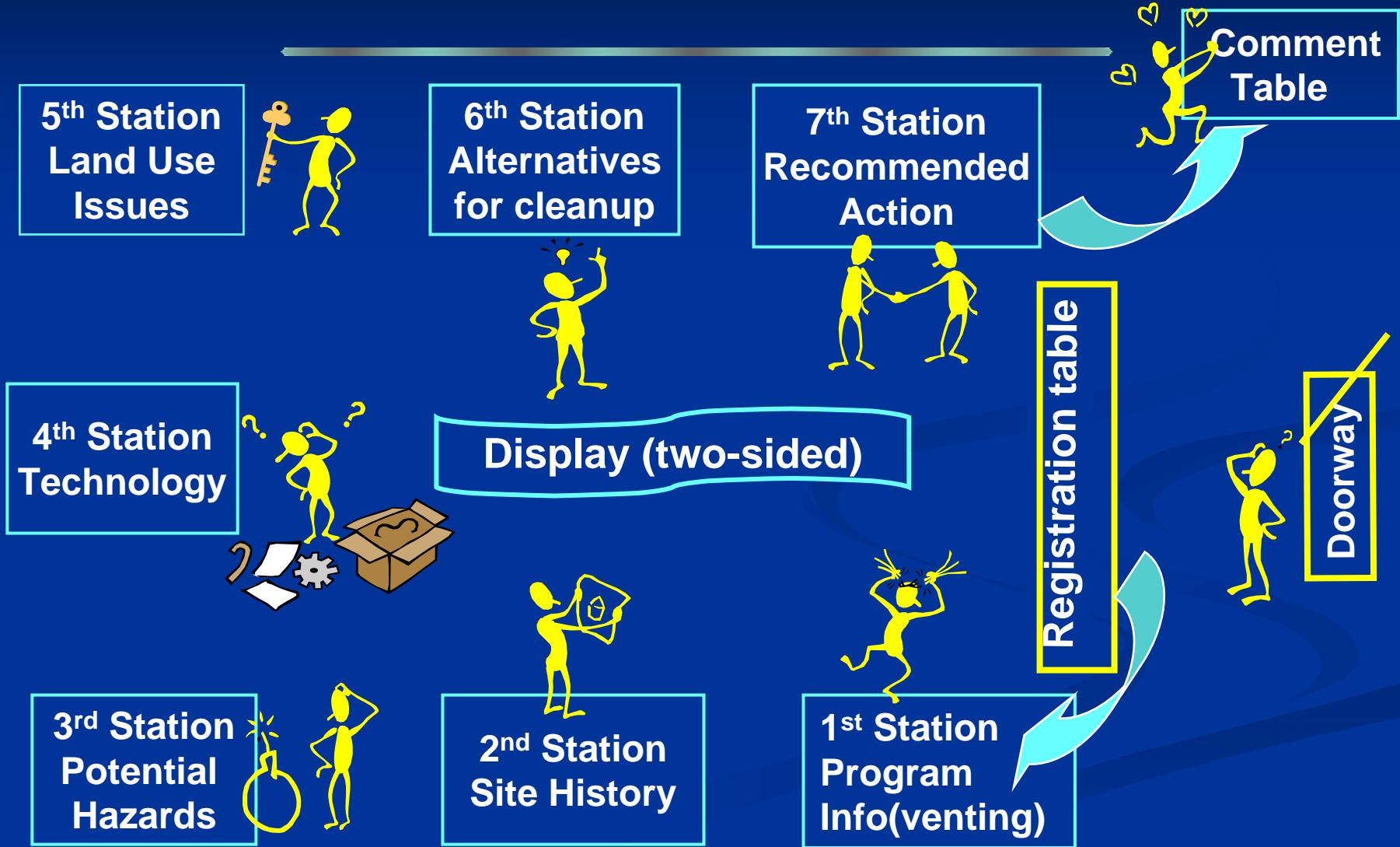


Using the Tools

- * Go to fairs, malls, churches
- * Post material where they normally expect to see it – bulletin boards at stores, community centers
- * Don't forget about language/cultural challenges
- * And remember, **media training is essential** if you are a public spokesman, if not, know who is, **work with PAO**

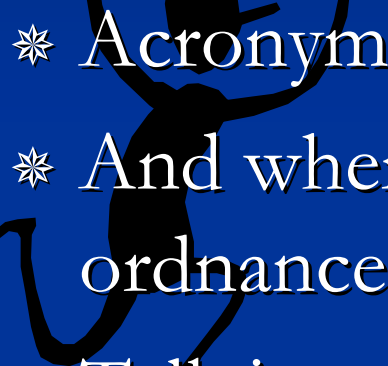


Public Involvement Session





Understanding is Key

- 
- * Acronyms scare people – UXO, MEC
 - * And when you are talking about ordnance, it's even scarier
 - * Talk in terms people/students understand – plain, simple English, no scientific jargon
 - * We're concerned about public safety – trying to keep people/children from being hurt



Technical Jargon

- * Will you be understood if you say...
 - “We are conducting an electromagnetic investigation of subsurface ferrous anomalies.”
- * Why not say ...
 - “We are using a sophisticated metal detector to search for possible bombs hidden beneath the ground’s surface.”
- * Is “sweep” a search for bombs or cleanup with a broom?

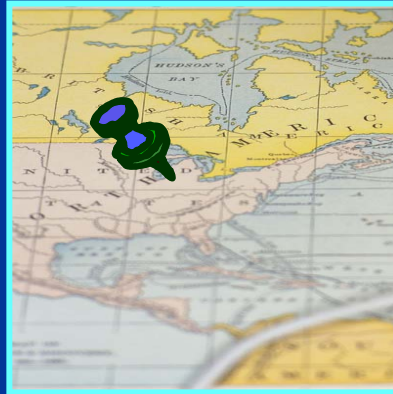


US Army Corps
of Engineers.

A Picture Is Worth a 1,000 Words

- * Vital when dealing with munitions
- * Shows what might be encountered

- Photos
- Drawings
- Graphics
- Maps





For More Information ...

- * <https://denix.osd.mil/uxosafety>
- * <https://www.asaie.army.mil/pitoolbox>
- * [https://eko.usace.army.mil/usacecop/pub/ecop/what we do/fuds/](https://eko.usace.army.mil/usacecop/pub/ecop/what%20we%20do/fuds/)



Summary

- * Communicate early and often
- * Communicate effectively
 - Use the branding products to communicate the safety message
 - Localize products as needed
 - Use language, terms people understand
- * Communicate using methods community wants
- * candice.s.walters@usace.army.mil – 202-528-4285